

**ABSTRACT**

Logical channels including a broadcasting service transmission  
channel and a broadcasting service controlchannel are transmitted to or  
5 received by UEs in each cell by a transport channel. The broadcasting service  
transmission channel carries broadcasting data, and the broadcasting service  
control channel carries control information for the broadcasting service. In  
the transmission/reception, a network controller and the UEs share logical  
channel multiplexing options for transmission of the transport channel, and  
10 MAC PDUs having header information different according to the logical  
channel multiplexing options are transmitted